HELLENIC MEDITERRANEAN UNIVERSITY

School of Management and Economics

Department of Accounting and Finance

COURSE OUTLINES

4 courses

SPECIAL TOPICS IN FINANCIAL MANAGEMENT

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	8000.1.054.0	**SEMESTER**	255th
COURSE TITLE	Special Topics in Financial Management		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
Total		

COURSE TYPE general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES	There are no prerequisite courses.
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English)
COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

Learning outcomes

This course examines the relationship between financial theory and human psychology, highlighting how emotions, beliefs, and cognitive biases influence investment decisions and market behavior.
The course begins with an introduction to Modern Portfolio Theory and the fundamental principles of rational decision-making under conditions of risk. It then introduces the field of Behavioral Finance, which challenges the assumption of fully efficient markets and focuses on the psychological factors that lead to deviations from rational behavior.

General Competences

The course aims to enable graduates to acquire the following general competencies:
The ability to search for, analyze, and synthesize data and information, using appropriate technologies where necessary.
Adaptability to new situations.
Decision-making skills.
The ability to work effectively as part of a team.
The ability to work in an international environment.
The promotion of free, creative, and inductive thinking.

3. SYLLABUS

Key topics covered in the course include:
Calendar Anomalies: How recurring behavioral patterns and market logic influence capital markets at specific time intervals.
Factors Affecting Investor Psychology: The impact of external conditions, such as sunshine and weather, on investors' psychological state and decision-making.
Cognitive and Emotional Biases: Including overreaction, behavioral biases, and recency bias, and their effects on investment decisions.
Prospect Theory and the limitations of the Efficient Market Hypothesis.
Behavioral Portfolio Theory and the Adaptive Market Hypothesis.
Emotions, Mood, and Investing: How fear, greed, sadness, regret, and pride influence investment decision-making.
Personality, Self-Esteem, and Self-Efficacy: Their role in shaping attitudes toward risk and stock market investment.
Demographic and Social Factors: Herd behavior and its influence on financial markets.
The Relationship Between Investor Sentiment and Market Performance: The interaction between emotions and bullish or bearish market trends.
Through case studies and empirical research findings, students will learn to identify the psychological patterns that lead to suboptimal investment decisions and to develop more balanced and effective investment strategies.
Finally, the course discusses the strengths and limitations of Behavioral Finance, together with practical approaches for improving investment behavior in environments characterized by uncertainty and risk.

4. TEACHING and LEARNING METHODS - EVALUATION	
DELIVERY Face-to-face, Distance learning, etc.	Meetings with Erasmus Students
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	
TEACHING METHODS The manner and methods of teaching are described in detail.	**Activity** / **Semester workload** **Course total** /
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	

5. ATTACHED BIBLIOGRAPHY

MICROECONOMICS

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0803.1.002.0	**SEMESTER**	255th
COURSE TITLE	Microeconomics		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	0	5
Total	**0**	**5**

COURSE TYPE general background, special background, specialised general knowledge, skills development	Compulsory, General background
PREREQUISITE COURSES	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English)
COURSE WEBSITE (URL)	https://iro.hmu.gr/accounting-finance-english-courses/

2. LEARNING OUTCOMES

Learning outcomes

Expected Learning Outcomes

After completing this course, students are expected to know:
- The fundamental concepts of economic analysis.
- The determinants of demand and supply.
- The process of consumer decision making.
- The modelling of production and cost.
- The way producers determine optimal behavior.
- The operation of economic agents in various market structures.

General Competences

Upon successful completion of the course, students should be able to:
- Determine the effects of policy measures on market operation.
- Analyze the behavior of economic agents, using optimal choice approaches.
- Evaluate the effectiveness of market organization.
- Identify the effects of market struture on production and prices.

3. SYLLABUS

- Basic Concepts, Economic Models
- Demand and Supply, Elasticity, Surpluses, Taxes
- Consumer Behavior
- Production and Cost
- Market Structure, Perfect Competition
- Monopoly
- Monopolistic Competition
- Oligopoly

4. TEACHING and LEARNING METHODS - EVALUATION	
DELIVERY Face-to-face, Distance learning, etc.	This is a reading course, that is, there are no formal classes. Students study the material on their own and seek the instructor's help as they deem necessary, via email, tele-conferencing, or office appointments.
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	
TEACHING METHODS The manner and methods of teaching are described in detail.	**Activity** / **Semester workload** **Course total** /
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	Mandatory mid-term exam, weighing 30% of the final grade. Mandatory final exam, weighing 70% of the final grade.

5. ATTACHED BIBLIOGRAPHY

Suggested reading:

Krugman, P and R. Wells, *Economics*, Worth Publishers, New York, 2013.

MACROECONOMICS

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0803.2.002.0	**SEMESTER**	255th
COURSE TITLE	Macroeconomics		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	0	5
Total	**0**	**5**

COURSE TYPE general background, special background, specialised general knowledge, skills development	Compulsory, General background
PREREQUISITE COURSES	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English)
COURSE WEBSITE (URL)	https://iro.hmu.gr/accounting-finance-english-courses/

2. LEARNING OUTCOMES

Learning outcomes

Expected Learning Outcomes

After completing this course, students are expected to know:

- The fundamental concepts of macroeconomic magnitudes and national accounts.
- The interaction of domestic macroeconomic aggregates and external transactions.
- The determinants of aggregate consumption, savings, and investment.
- The determination of equilibrium income, interest rate, and prices.
- The conduct of fiscal and monetary policies and their effects.
- The relationship between inflation and unemployment.

General Competences

Upon successful completion of the course, students should be able to:

- Identify alternative approaches (schools of thought) to macroeconomic issues.
- Determine and describe macroeconomic equilibrium.
- Analyze the effects of alternative macroeconomic policy measures.

3. SYLLABUS

- Basic Concepts and National Accounts
- The Goods Market
- The Money Market
- The IS-LM Model
- The Labor Market
- The AS-AD Model
- Inflation and Unemployment
- The Crisis

4. TEACHING and LEARNING METHODS - EVALUATION	
DELIVERY Face-to-face, Distance learning, etc.	This is a reading course, that is, there are no formal classes. Students study the material on their own and seek the instructor's help as they deem necessary, via email, tele-conferencing, or office appointments.
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	
TEACHING METHODS The manner and methods of teaching are described in detail.	<table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>Course total</td><td></td></tr></table>
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	Mandatory mid-term exam, weighing 30% of the final grade. Mandatory final exam, weighing 70% of the final grade.

5. ATTACHED BIBLIOGRAPHY
Suggested reading: Blanchard, O. and D.R. Johnson, *Macroeconomics*, Pearson, 2013.

RESEARCH METHODS

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Accounting and Finance		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0803.8.008.0	**SEMESTER**	255th
COURSE TITLE	research Methods		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
Total		**5**

COURSE TYPE general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES	There are no prerequisite courses.
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English)
COURSE WEBSITE (URL)	

2. LEARNING OUTCOMES

Learning outcomes

The aim of this course is to provide students with an understanding of and the ability to apply the fundamental principles and methods that govern the design, implementation, and presentation of scientific research. The course familiarizes students with the stages of the research process, from formulating the research question to writing and presenting the research findings.
Specifically, the course covers and examines:
The formulation and clarification of the research topic
The critical review of the relevant literature
Research philosophy and the main approaches to theory development
The development of the research design
Negotiating access to the research field and issues of research ethics
Sample selection and its methodological justification
The use of secondary data
The collection of primary data through observation
The collection of primary data through semi-structured interviews, in-depth interviews, and focus groups
The collection of primary data through questionnaires
Quantitative data analysis
Qualitative data analysis
The writing and effective presentation of the research report
Through this course, students gain a comprehensive understanding of the research process and develop the knowledge and skills required to design and conduct reliable, scientifically rigorous, and well-documented research projects.

General Competences

The course aims to enable graduates to acquire the following general competencies: The ability to search for, analyze, and synthesize data and information, using appropriate technologies where necessary. Adaptability to new situations. Decision-making skills. The ability to work independently and collaboratively as part of a team. The capacity to generate new research ideas. The ability to work effectively in interdisciplinary environments. The promotion of free, creative, and inductive thinking.

3. SYLLABUS
Research in Business, Management, and Economics; Research Journals; and the Purpose of This Book Formulating and Clarifying the Research Topic Critical Literature Review Research Philosophy and Approaches to Theory Development Developing the Research Design Negotiating Access and Research Ethics Sampling Techniques and Sample Selection Using Secondary Data Collecting Primary Data through Observation Collecting Primary Data through Semi-Structured, In-Depth, and Focus Group Interviews Collecting Primary Data through Questionnaires Quantitative Data Analysis Qualitative Data Analysis Writing and Presenting Your Research Report

4. TEACHING and LEARNING METHODS - EVALUATION	
DELIVERY Face-to-face, Distance learning, etc.	Meetings with Erasmus Students
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	
TEACHING METHODS The manner and methods of teaching are described in detail.	**Activity** / **Semester workload** **Course total** /
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	Course assessment will be based on the preparation of an empirical research project and its in-person presentation.

5. ATTACHED BIBLIOGRAPHY